Metropolitan Offices
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YMCA

Young Men's Christian Association of Montreal

N E W S L E T T E R

September 26, 1968.

MANAGEMENT BY OBJECTIVES: While skeleton crews minded the store, senior full-time staffers from every branch went up north September 4-6 to participate in one of the most far-sighted workshops ever held by the Montreal YMCA.

The three-day crash program emphasized that, while sound motives and the ability to play-it-by-ear are fine, objectives can be best achieved when they are clearly defined, and step-by-step ways of reaching them are carefully organized.

The program concentrated on the development of workable objectives, interim action steps and ways to measure results. It was emphasized that, with measurable results, remedial measures can be taken more efficiently when performance is below standard.

Discussion leaders were Don Case, Director of Management, Personnel and Management Services, U.S.National Council of the YMCA, and Bill Skinner, Personnel Services Division, National Council YMCAs of Canada.

Synthesizing the findings of major industry, they helped provide an efficient basis for the development of long range plans for all phases of YMCA operation in Greater Montreal.

FROM WHERE DOES THE MONEY COME.....AND GO? As part of this week's orientation week, 20 of the 33 Fellowship students now preparing for careers with the YMCA visited International, Northmount and NDG branches on September 10.

While their main interest seemed to be in outreach activities and community development programs, they also displayed an increasing desire to understand the business and financial aspects of Y operations.

Their questions covered sources and management of funds, physical assets, budgeting and financing of non-revenue activities, as well as ways of planning and implementing programs.

In reviewing the tour, one spokesman expressed his appreciation for the clarity and frankness with which some of the staff members had discussed the strengths and weaknesses of both their branch and the total Montreal association.

A majority of the group said they would appreciate an opportunity to tour some of the other branches later this year.

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NEW MONTREAL APPOINTMENTS: Robert Landreville has been appointed as Program Secretary, Downtown Staff, with specific responsibilities in Continuing Education. He will also explore ways in which the branch can expand and improve its services with organizations and individuals in the downtown area. A University of Montreal graduate, his past experience includes a stint as a leader with the Company of Young Canadians in the Province of Quebec.

Tom E.Potts is replacing Roy McKelvie as Executive Secretary of Westmount Branch. Tom was Director of Physical Education, Toronto Central YMCA. Roy, as previously announced, is now a Field Service and Program Secretary with Metro staff.

EXTRA PORTFOLIO: Ed Giles, Physical Director of NDG Y, has taken on another portfolio. He is now also Associate Executive of the branch, with special responsibilities for its Family Program.

OUR MAN IN THE ARCTIC: Former YMCA staff member Terry Forth writes that he is due in Montreal on or about October 26. Terry is now with the Department of Indian Affairs and Northern Development. He works out of Churchill, Manitoba and expects to be accompanied by his Eskimo interpreter on his visit here. He is looking forward to seeing his many old friends in Montreal and planning to show some slides of the area he serves.

FINAL REMINDER: It now looks as if there will be about 150 participants in the Metropolitan YMCA's annual meeting. Don't forget the time and place: Monday, September 30, in Downtown Branch's Budge Hall.

FINANCIAL CAMPAIGN: Canada Steamship Lines President J.W.McGiffin announced that, including pledges, the Montreal YMCA's 1968 financial campaign had topped it's objective of $340,000 by some $600.

Mr. McGiffin was head of this biggest-ever annual drive for funds, Lorne G.Main, vice-president Hawker-Siddeley Canada was its general vice-chairman.

E.Paul Zimmerman, President of Reader's Digest (Canada), was special names chairman of the campaign, and Paul E.Cote, vice-president, Molson Breweries, was his co-chairman.

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